



WPTV

# ORDER

Print Date 09/13/12

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Flight Dates **09/13/12-09/18/12**

Contract / Revision     **310827 /**     **Product**     **Allen West for Congress**

Original Date / Revision     09/12/12    09/12/12     Agency Com    15%

Advertiser **West / Republican / Congress**     Billing Contact

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Agency    **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep     00:20:00

Estimate #     **Order # 67**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes     POL           POL           CAND

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 46%    Market Value 19076

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	54%	10301
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	18	\$7,458.75	\$8,775.00	0.00
<b>Totals</b>	<b>18</b>	<b>\$7,458.75</b>	<b>\$8,775.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/18/12	18	\$7,458.75	\$8,775.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	09/13/12	09/18/12	M-F 6-7a M-F 6-7a	CM	6-7a	11-11--	:30	4	\$725.00	P-1	0.00 NM	4	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	11-11--			4		\$725.00		0.00			
N 2	WPTV	09/13/12	09/18/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$250.00	P-1	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	-----S-			1		\$250.00		0.00			
N 3	WPTV	09/13/12	09/18/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$400.00	P-1	0.00 NM	1	\$400.00



**WPTV**

Print Date: 09/13/12

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Contract / Revision    **310827**    Flight Dates **09/13/12-09/18/12**

Hiatus Dates

Original Date / Revision    09/12/12/    09/12/12

Order Sep    00:20:00

Advertiser    **West / Republican / Congre**    Product **Allen West for Congress**

Estimate #    **Order # 67**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	09/13/12	09/18/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/13/12	09/19/12	-----S-	1		\$400.00	0.00							
N 4	WPTV	09/13/12	09/18/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-11--	:30	4	\$325.00	P-1	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/13/12	09/19/12	11-11--	4		\$325.00	0.00							
N 5	WPTV	09/13/12	09/18/12	M-F 11-12n M-F 11-12n	CM	11a-12p	---11--	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/13/12	09/19/12	---11--	2		\$250.00	0.00							
N 6	WPTV	09/13/12	09/18/12	M-F 7-730p M-F 7-730p	CM	7-730p	-1-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/13/12	09/19/12	-1-----	1		\$950.00	0.00							
N 7	WPTV	09/13/12	09/18/12	M-F 730-8p M-F 730-8p	CM	730-8p	1---1--	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/13/12	09/19/12	1---1--	2		\$950.00	0.00							
N 8	WPTV	09/13/12	09/18/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/13/12	09/19/12	-----S-	1		\$175.00	0.00							
N 9	WPTV	09/13/12	09/18/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	1---1--	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/13/12	09/19/12	1---1--	2		\$200.00	0.00							
Totals														18	\$8,775.00